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Dated: October 29, 2008

Electronic Signature for Shoalb A. Mithani: /Shoalb A. Mithani/

Docket No. 27793-00109USPX  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Fritz Fuchs et al.

Application No. 10/573,338

Confirmation No. 8778

Filed: September 13, 2004

Art Unit: 3677

For: ADVERTISING MEDIUM

Examiner: W. L. Miller

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated April 30, 2008 for which a three-month extension of time accompanies this amendment, please amend the above-identified U.S. patent application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.